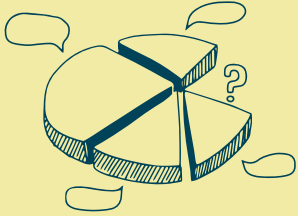


DEMOGRAPHICS

Demographics are a way to identify and collect data about customer groups.

This information helps us understand our audience. There are lots of ways to get demographic info. You can get to know your customers from data available in a CRM, or by dealing with them directly. You can also send surveys, monitor social media, and read reviews. **And remember, getting to know your audience is an ongoing process!**



BASIC INFO

- Age
- Gender
- Education
- Income level
- Location
- Background

DIG DEEPER

Collecting basic demographic information is just a start. In order to write truly tailored copy, you need to understand more about the customer, their habits, and their goals.

You want to know everything you can.

- ☐ *Know where your customer hangs out online and offline.*
- ☐ *Figure out how to have a conversation with your customer.*
- ☐ *Know what helps your customer meet their goals.*



Speak to your audience in their language.



Tools to help you understand your target customer base:

- ☐ [Google Trends](#)
- ☐ [Google Analytics](#)
- ☐ [Keyword Planner](#)
- ☐ [Twitter Trending](#)
- ☐ [10 Social Media Monitoring Tools](#)
- ☐ [5 Social Media Listening Tools](#)



KNOW YOUR CUSTOMER

You need to know which words, ideas, and values convince them to take action. This is key in the copywriting process, and a secret weapon of the best copywriters.